

FACSIMILE COVER SHEET

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From: John C. Pokotylo, Esq.

Date: October 17, 2008

Number of Pages Including Cover: 30

MESSAGE: FORMAL SUBMISSION OF:

- 1) Transmittal (1 pg.);
- 2) Fee Transmittal (1 pg.);
- 3) Information Disclosure Statement
(3 pgs.);
- 4) PTO/SB/08A (1 pg.);
- 5) Ref. AO (19 pgs.); and
- 6) Ref. AP (4 pgs.).

Attorney Docket No.: Google-74 (GP-282-00-US)

Appl. No.: 10/814,104

Applicants: Paul BUCHHEIT, et al.

Filed: March 31, 2004

Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL

TC/A.U.: 3688

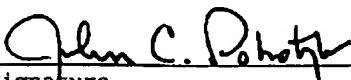
Examiner: Daniel Lastra

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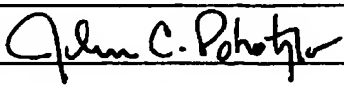
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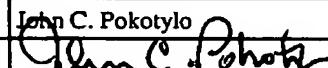
Modified PTO/SB/21 (08-00)
Approved for use through 10/31/2002. OMB 0851-0031
U.S. Patent and Trademark Office: U.S. DEPARTMENT OF COMMERCE

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TRANSMITTAL FORM <i>(to be used for all correspondence after initial filing)</i>		Application Number	10/814,104
		Filing Date	March 31, 2004
		First Named Inventor	Paul BUCHHEIT
		Group Art Unit	3688
		Examiner Name	Daniel Lastra
Total Number of Pages in This Submission		Attorney Docket Number	Google-74 (GP-282-00-US)

ENCLOSURES <i>(check all that apply)</i>		
<input checked="" type="checkbox"/> Fee Transmittal Form <input type="checkbox"/> Fee Attached <input type="checkbox"/> Amendment / Reply <input type="checkbox"/> After Final <input type="checkbox"/> Affidavits/declaration(s) <input type="checkbox"/> Extension of Time Request <input type="checkbox"/> Express Abandonment Request <input checked="" type="checkbox"/> Information Disclosure Statement <input type="checkbox"/> Certified Copy of Priority Document(s) <input type="checkbox"/> Response to Missing Parts/Incomplete Application <input type="checkbox"/> Response to Missing Parts under 37 CFR 1.52 or 1.53	<input type="checkbox"/> Assignment Papers <i>(for an Application)</i> <input type="checkbox"/> Drawing(s) <input type="checkbox"/> Licensing-related Papers <input type="checkbox"/> Petition <input type="checkbox"/> Petition to Convert to a Provisional Application <input type="checkbox"/> Power of Attorney, Revocation Change of Correspondence Address <input type="checkbox"/> Terminal Disclaimer <input type="checkbox"/> Request for Refund <input type="checkbox"/> CD, Number of CD(s) _____	<input type="checkbox"/> After Allowance Communication to Group <input type="checkbox"/> Appeal Communication to Board of Appeals and Interferences <input type="checkbox"/> Appeal Communication to Group <i>(Appeal Notice, Brief, Reply Brief)</i> <input type="checkbox"/> Proprietary Information <input type="checkbox"/> Status Letter <input type="checkbox"/> Postcard Receipt <input type="checkbox"/> Other Enclosure(s) <i>(please identify below):</i>
Remarks 		

SIGNATURE OF APPLICANT, ATTORNEY, OR AGENT	
Firm or Individual name	John C. Pokotylo (Reg. No. 36,242)
Signature	
Date	October 17, 2008

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Signature	
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Modified PTO/SB/17 (01-03)

Approved for use through 04/30/2003. OMB 0851-0032

U.S. Patent and Trademark Office; U.S. DEPARTMENT OF COMMERCE

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FEE TRANSMITTAL for FY 2008

Effective 09/30/2007. Patent fees are subject to annual revision.

☐ Applicant claims small entity status. See 37 CFR 1.27

TOTAL AMOUNT OF PAYMENT (\$) 0.00

Complete If Known

Application Number	10/814,104
Filing Date	March 31, 2004
First Named Inventor	Paul BUCHHEIT
Examiner Name	Daniel Lastra
Art Unit	3688
Attorney Docket No.	Google-74 (GP-282-00-US)

METHOD OF PAYMENT (check all that apply)

☐ Check ☐ Credit card ☐ Money Order ☐ Other ☐ None
☒ Deposit Account:
 Deposit
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Number
Deposit
Account
Name

50-1049

Straub & Pokotylo

The Commissioner is authorized to: (check all that apply)

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☒ Charge any fee(s) due in connection with the filing submitted herewith
☒ Charge fee(s) indicated below, except for the filing fee in the to the above-identified deposit account.

FEE CALCULATION

1. BASIC FILING, SEARCH & EXAMINATION FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1090	545	Utility fee	
460	230	Design fee	
720	360	Plant fee	
1520	760	Reissue fee	
220	110	Provisional fee	
SUBTOTAL (1)			(\$) 0.00

2. EXTRA CLAIM FEES FOR UTILITY AND REISSUE

Total Claims	Extra Claims	Fee from below	Fee Paid
Independent Claims	-20** =	X	
Multiple Dependent	-3** =	X	

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	
1202	52	2202 26 Claims in excess of 20	
1201	220	2201 110 Independent claims in excess of 3	
1203	390	2203 195 Multiple dependent claim, if not paid	
1204	220	2204 110 **Reissue independent claims over original patent	
1205	52	2205 26 **Reissue claims in excess of 20 and over original patent	
SUBTOTAL (2)			(\$) 0.00

**or number previously paid, if greater, For Reissues, see above

FEE CALCULATION (continued)

3. ADDITIONAL FEES

Large Entity Fee Code (\$)	Small Entity Fee Code (\$)	Fee Description	Fee Paid
1051	130	2051 65 Surcharge - late filing fee or oath	
1052	50	2052 25 Surcharge - late provisional filing fee or cover sheet	
1053	130	1053 130 Non-English specification	
1812	2,520	1812 2,520 For filing a request for ex parte reexamination	
1804	920*	1804 920* Requesting publication of SIR prior to Examiner action	
1805	1,840*	1805 1,840* Requesting publication of SIR after Examiner action	
1251	130	2251 65 Extension for reply within first month	
1252	490	2252 245 Extension for reply within second month	
1253	1,110	2253 555 Extension for reply within third month	
1254	1,730	2254 865 Extension for reply within fourth month	
1255	2,350	2255 1,175 Extension for reply within fifth month	
1401	540	2401 270 Notice of Appeal	
1402	540	2402 270 Filing a brief in support of an appeal	
1403	1,080	2403 540 Request for oral hearing	
1451	1,510	1451 1,510 Petition to institute a public use proceeding	
1452	540	2452 270 Petition to revive - unavoidable	
1453	1,820	2453 810 Petition to revive - unintentional	
1501	1,510	2501 755 Utility issue fee (or reissue)	
1502	860	2502 430 Design issue fee	
1503	1,180	2503 595 Plant issue fee	
Petitions to the Commissioner - check fee sheet			
1807	50	1807 50 Processing fee under 37 CFR 1.17(c)	
1808	180	1808 180 Submission of Information Disclosure Stmt	
8021	40	8021 40 Recording each patent assignment per property (times number of properties)	
1809	810	2809 405 Filing a submission after final rejection (37 CFR 1.129(a))	
1810	810	2810 405 For each additional invention to be examined (37 CFR 1.129(b))	
1801	810	2801 405 Request for Continued Examination (RCE)	
1802	900	1802 900 Request for expedited examination of a design application	

Other fee (specify)

* Reduced by Basic Filing Fee Paid

SUBTOTAL (3) (\$) 0.00

SUBMITTED BY

Name (Print/Type)	John C. Pokotylo	Registration No. (Attorney/Agent)	36,242	Telephone	(732) 936-1400
Signature		Date	October 17, 2008		

WARNING: Information on this form may become public. Credit card information should not be included on this form. Provide credit card information and authorization on PTO-2038.

This collection of information is required by 37 CFR 1.17 and 1.27. The information is required to obtain or retain a benefit by the public which is to file (and by the USPTO to process) an application. Confidentiality is governed by 35 U.S.C. 122 and 37 CFR 1.14. This collection is estimated to take 12 minutes to complete, including gathering, preparing, and submitting the completed application form to the USPTO. Time will vary depending upon the individual case. Any comments on the amount of time you require to complete this form and/or suggestions for reducing this burden, should be sent to the Chief Information Officer, U.S. Patent and Trademark Office, U.S. Department of Commerce, Washington, DC 20231.

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IN THE UNITED STATES
PATENT AND TRADEMARK OFFICE

Attorney Docket No.: Google-74 (GP-282-00-US)

Applicants: Paul BUCHHEIT, et al.

Serial No.: 10/814,104

Filing Date: March 31, 2004

Title: RENDERING CONTENT-TARGETED ADS WITH E-MAIL

Examiner: Daniel Lastra

Group Art Unit: 3688

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

S I R:

INFORMATION DISCLOSURE STATEMENT

The applicants respectfully request that the references listed on the attached PTO/SB/08A be considered in the examination of the above-identified application. A copy of each of these references is enclosed.

Reference AO is an Office Action from the Chinese Patent Office in a counterpart Chinese Patent application. A copy of that Office Action, as well as a translation thereof, is provided. Note that U.S. Patent Application Publication No. 2003/0115272 cited in reference AO is already of record as reference AD. Reference AP is a Communication from the European Patent Office in a counterpart European Patent application. Note that references D1-D7 cited in reference AP are already of

record as references AM, AH, AK, AL, AJ, AI and AD, respectively.

The applicants reserve the right to establish that any of the references listed on the attached PTO/SB/08A are not prior art to the above-captioned application.

Since a first Office Action has been mailed, but a final Office Action, a Notice of Allowance, or any other action that closes prosecution on the merits has not yet been received, this Information Disclosure Statement ("IDS") should be considered under 37 C.F.R. § 1.97(c)(1). A statement under 37 C.F.R. § 1.97(e)(1) is provided.

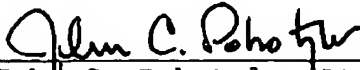
Certification Under 37 CFR 1.97(e)(1):

I hereby certify that each item of information contained in the information disclosure statement submitted herewith was first cited in a communication from a foreign patent office in a counterpart foreign application not more than three months prior to the filing of the information disclosure statement.

No fee is believed due. However, in the event that a fee is due in order to have the Information Disclosure Statement submitted herewith considered, the Patent Office is authorized to charge said fee to the deposit account of Straub & Pokotylo, deposit account number 50-1049.

Respectfully submitted,

October 17, 2008


John C. Pokotylo, Attorney
Reg. No. 36,242
Customer No. 26479
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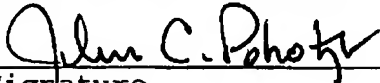
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